

## II. EXISTING CONDITIONS

Since its original creation focusing on Auto Drive, the Auto Center has gradually expanded to include land on Indiana Avenue from roughly Vance Street on the south to Winstrom Street on the north. The original 55 acres has expanded to roughly 135 acres, and the dealership base has grown from 7 dealers to 15 dealers plus a variety of secondary uses, used car sales, etc. The Auto Center is one of the largest concentrations of sales tax generating uses within the City. Current sales taxes within the Specific Plan area are \$3.5 million per year. This is in contrast to the Riverside Plaza and surrounding uses at \$1.2 million and the Tyler Mall and surrounding uses of \$3.1 million.

At the time of the writing of this report, there were 29 makes of cars and trucks sold in the Auto Center. Only 5 makes sold elsewhere in the region were not included in the Center as shown in Table 1 below.

**Table 1 — Automobile Makes Sold In the Riverside Auto Center**

Makes with Current Dealerships in the Auto Center:

Acura	Mazda
Audi	Mercury
BMW	Nissan
Buick	Oldsmobile
Cadillac	Plymouth
Chevrolet	Pontiac
Chrysler	Porsche
Daihatsu	Sterling
Dodge	Subaru
Ford	Suzuki
GMC	Toyota
Hyundai	Volkswagen
Jeep	Volvo
Lexus	Yugo
Maserati	Mercedes Benz

Automobiles Marketed In The Area But Not Sold In The Riverside Auto Center:

Alfa Romeo	Mitsubishi
Infinity	Rolls Royce
Jaguar	

The Auto Center Specific Plan area is shown as Automotive Commercial on the City's General Plan and is Zoned C-3 (General Commercial) intermixed with pockets of C-4 (Service Station) and R-1-65 (Single Family Residential). The area north of Jefferson Street is within the Casa Blanca Community Plan and Redevelopment Project areas. An expansion

of the Redevelopment Area or the creation of a new redevelopment area to include the majority of the Auto Center Specific Plan area has been studied but no action is currently underway on this idea.

The street frontages where automobiles are displayed for sale are shown in Figure 2. As is apparent, displays continue to focus on Auto Drive but have expanded to Adams Street, Jefferson Street and Indiana Avenue. The Indiana Avenue display is primarily north of Jefferson Street and south of Adams Street.

The edge treatment between dealership frontages and streets is shown in Figure 3. The original dealers generally have car display areas that immediately abut the sidewalk with little or no landscape. The newer dealers generally display behind grassy lawn areas.

Since the Auto Center developed over time there is little uniformity in building design, landscape, lighting of parking and display areas or signs. Parts of the area have overhead power lines. Signs consist of both building signs and traditional pole signs. One large pole sign, located near Adams Street and Indiana Avenue, advertises the entire Auto Center.

Streets throughout the area generally consist of 4 travel lanes undivided with parallel curb side parking.

Figure 2 — Street Frontages Displaying Automobiles

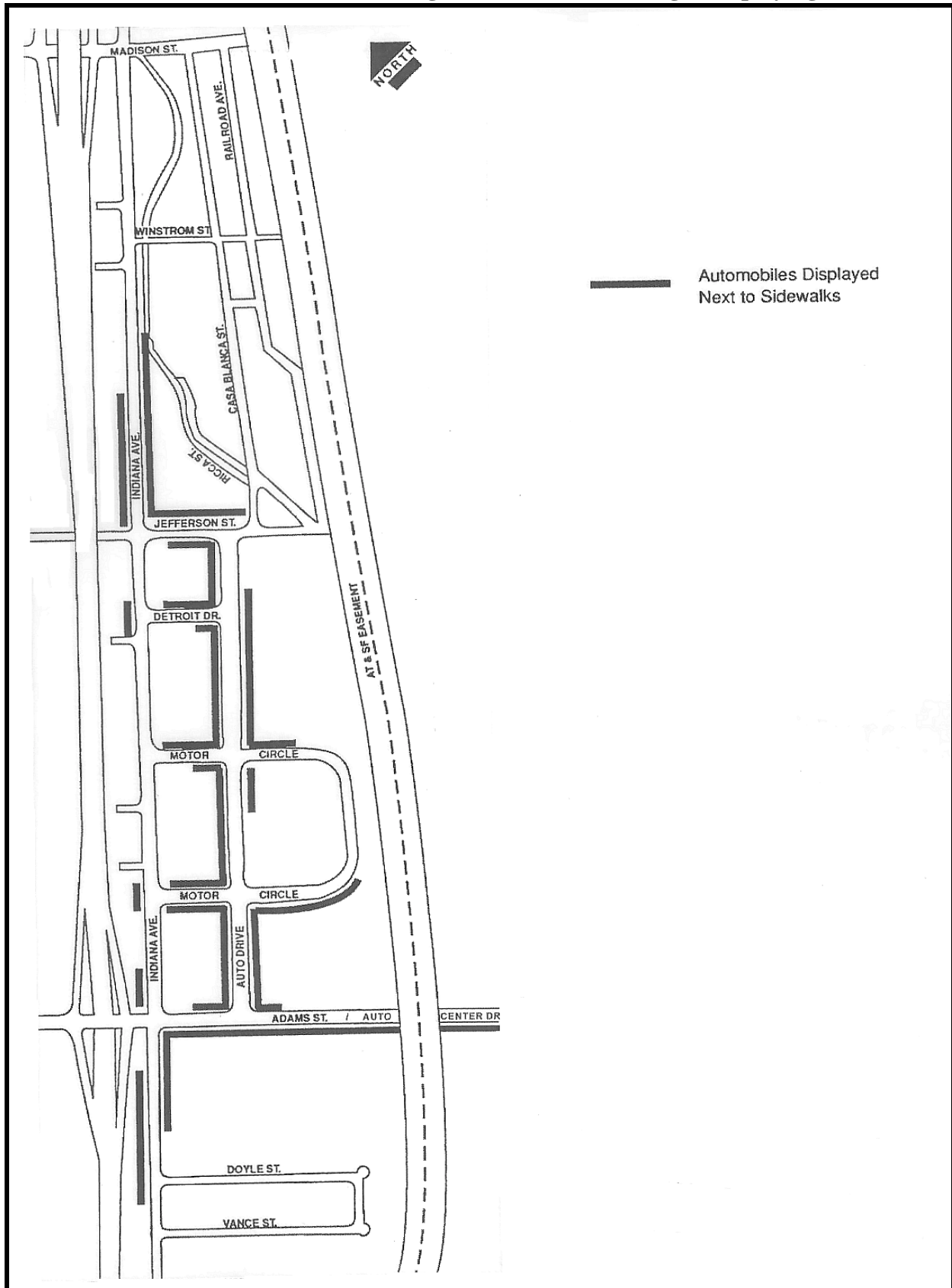


Figure 3 — Street Frontage Designs

